



176/ 2143  
[12406/35]

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Inventor(s) : Stephen LUPO et al.  
Serial No. : 09/825,409  
Filing Date : April 3, 2001  
For : INTERACTIVE MEDIA RESPONSE  
PROCESSING SYSTEM  
Group Art Unit : 2143  
Examiner : Joseph E. Avellino  
Confirmation No. : 1638

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Mail Stop Amendment, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on:

Date:

Signature:

Andrew L. Reibman (Reg. No. 47,893)

**RESPONSE**

SIR:

This paper addresses the Office Action dated January 10, 2007, for which the three-month shortened statutory response date is April 10, 2007. Please reconsider the application in light of the remarks given below.

**Remarks** begin on page 2 of this paper.